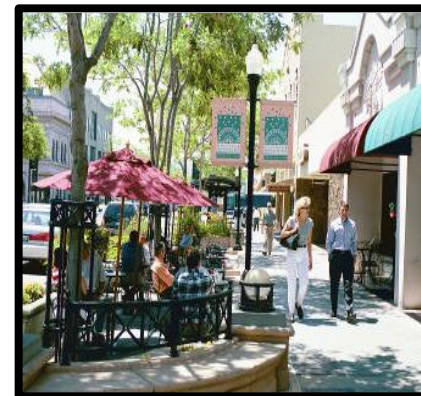


City of Mountain View Community Meeting



Downtown Precise Plan Update – Areas H, I & J



Meeting Agenda

Downtown Precise Plan Update

July 9, 2003 – 7 PM

Stage I – 7 PM

- Introductions
- Background presentation by City Staff

Stage II – 7:20 PM

- Staff presentations of Guiding Concepts and Joint Committee Recommendations
- Questions and Answers

Stage III – 8:10 PM

- You are free to ask any additional questions regarding the downtown

8:30 Adjourn

Introduction



- **Precise Plan Update**
- **Guiding Concepts & Recommendations**

Downtown Vision



**Active, pedestrian oriented;
civic, cultural, commercial
and residential focal point.**

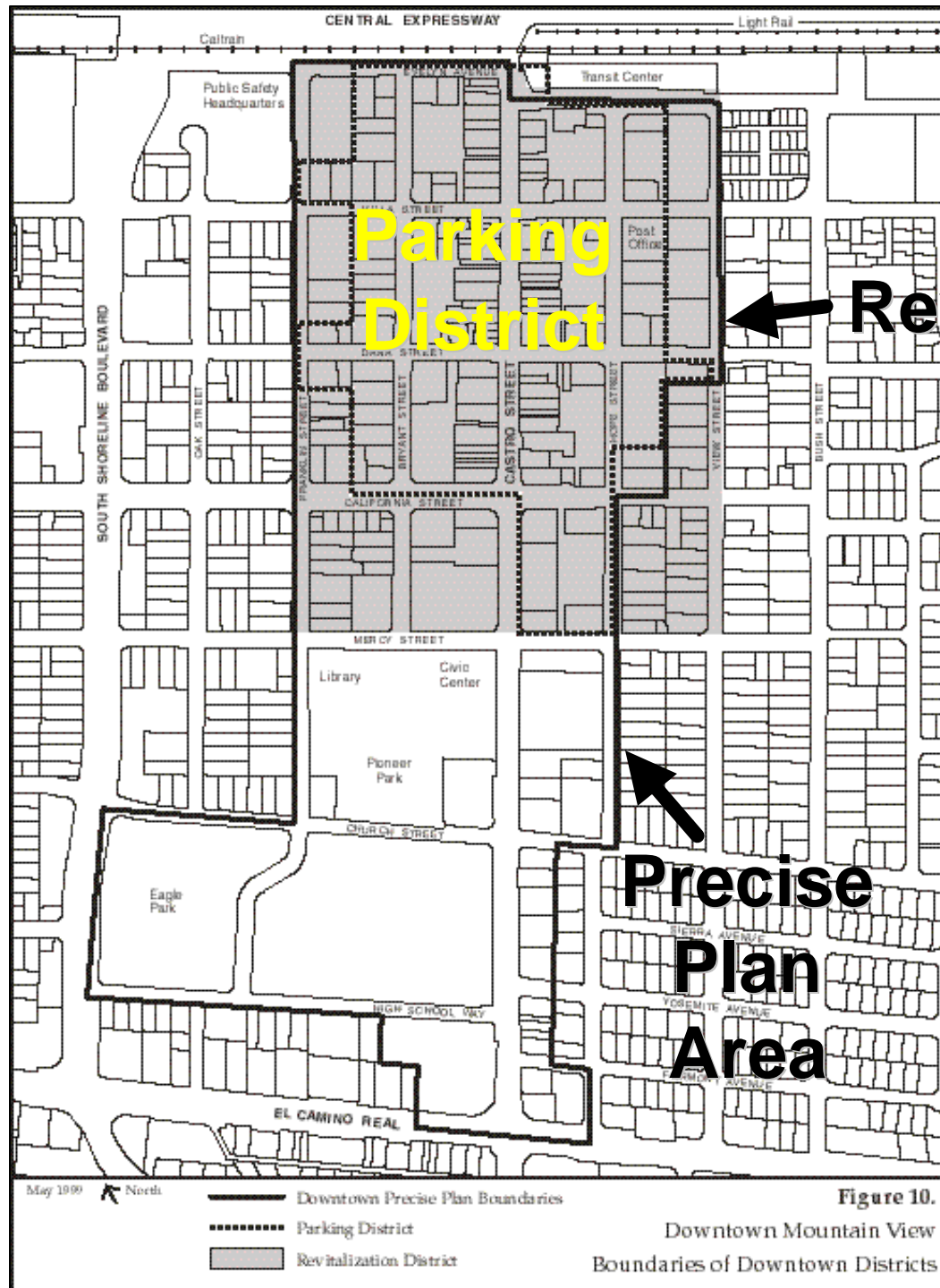
How is Downtown different than the rest of the City?



- Retail, civic & cultural activities
- People make several stops in downtown
- Closer to transit: Multi-Modal Transit Station
- Shared public parking areas

The Plan provides Incentives for development:

- Lower parking standards
- Ground floor parking exemptions for some uses
- Allows fees to be paid instead of on-site parking
- Provides parking credit for existing buildings
- Allows in-lieu fees for residential guest parking

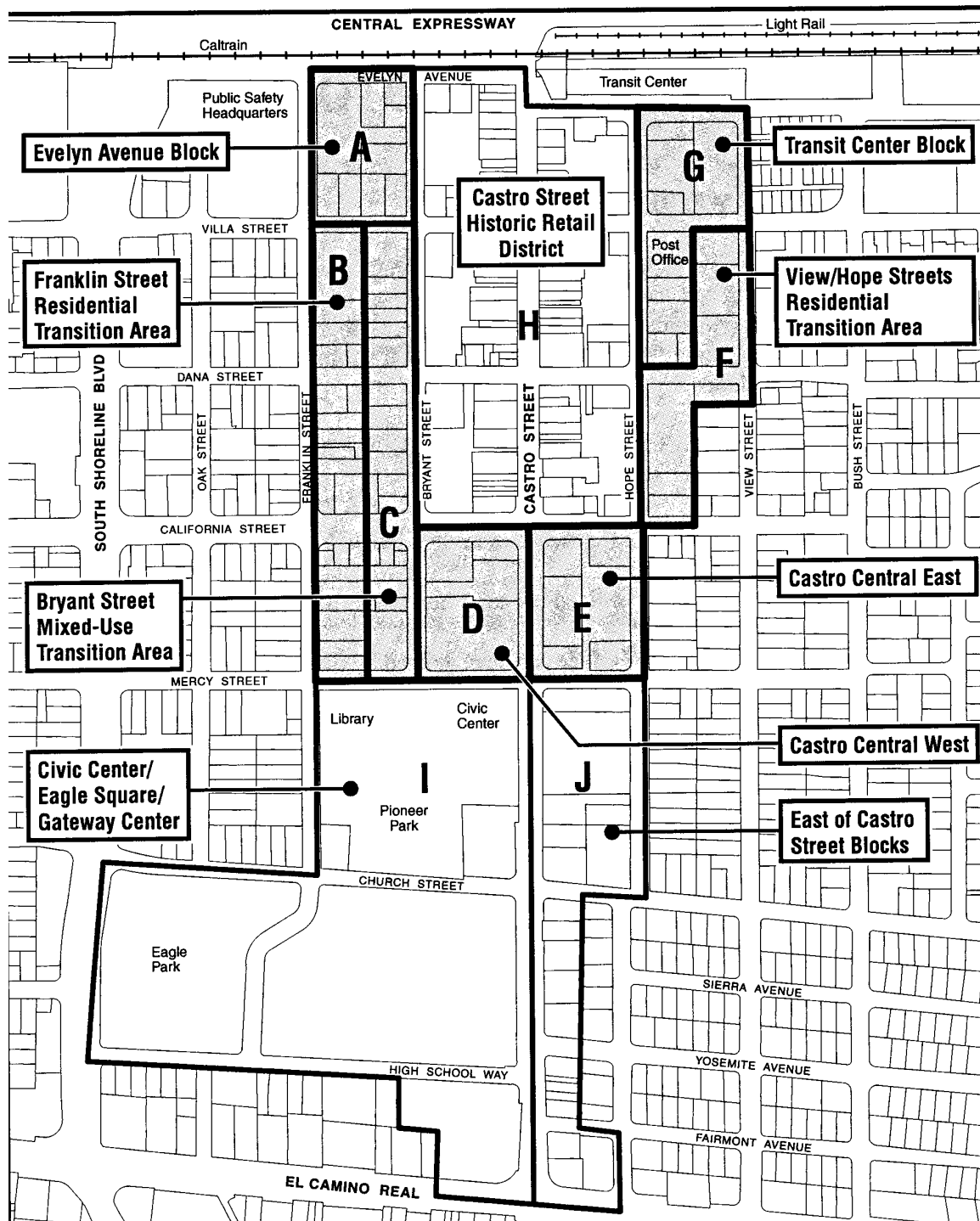


**Parking
District**

**Revitalization
District**

**Downtown
Boundaries**

**Precise
Plan
Area**



- Plan Established 1988
- Areas A-G: Updated 2000
- Areas H, I & J: Current Update

Downtown Precise Plan

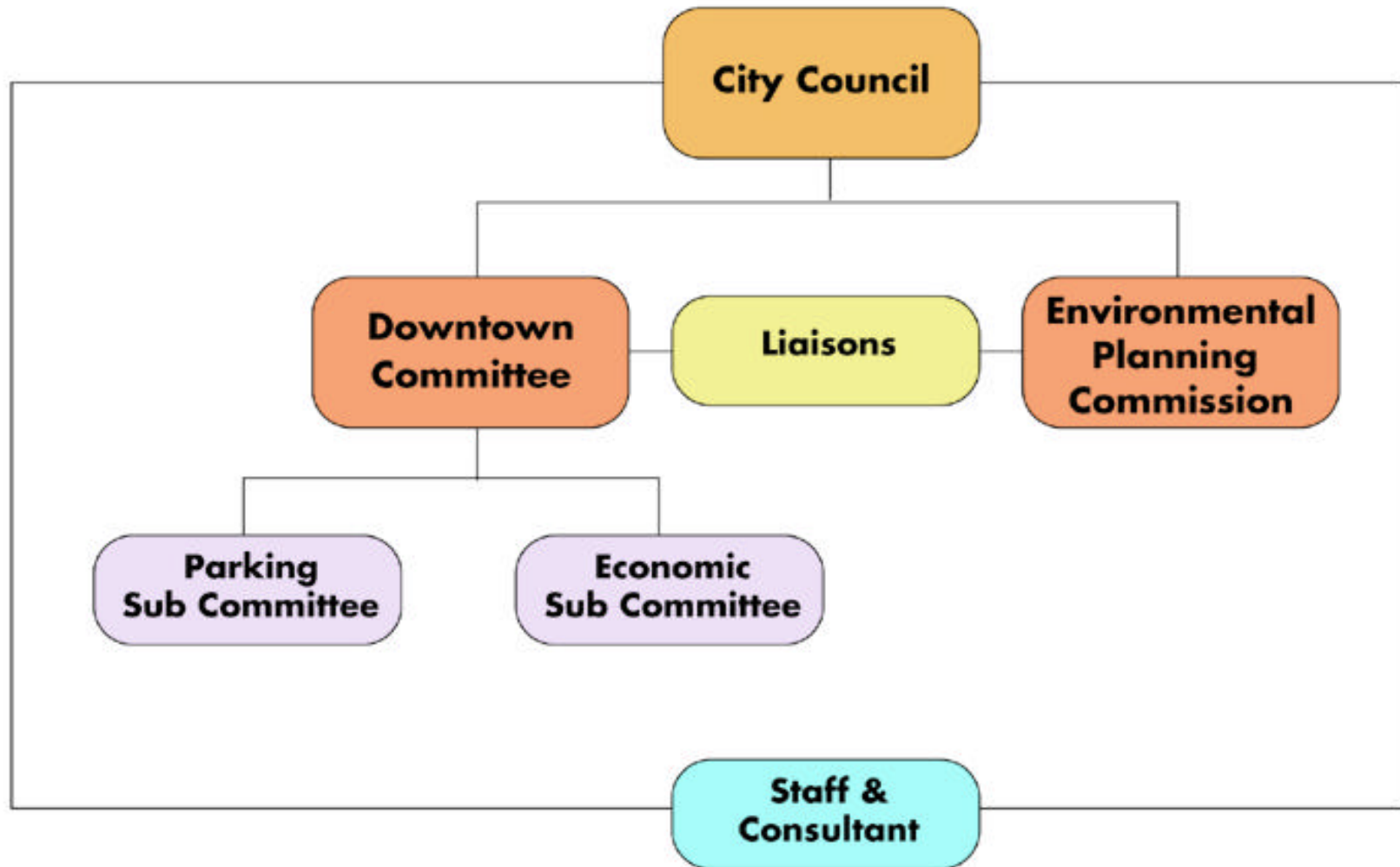
Provides coherent framework for new development



- Land use policies
- Development standards
- Design guidelines
- Administrative procedures

Downtown Precise Plan Update 2003

DECISION-MAKING FRAMEWORK



Process

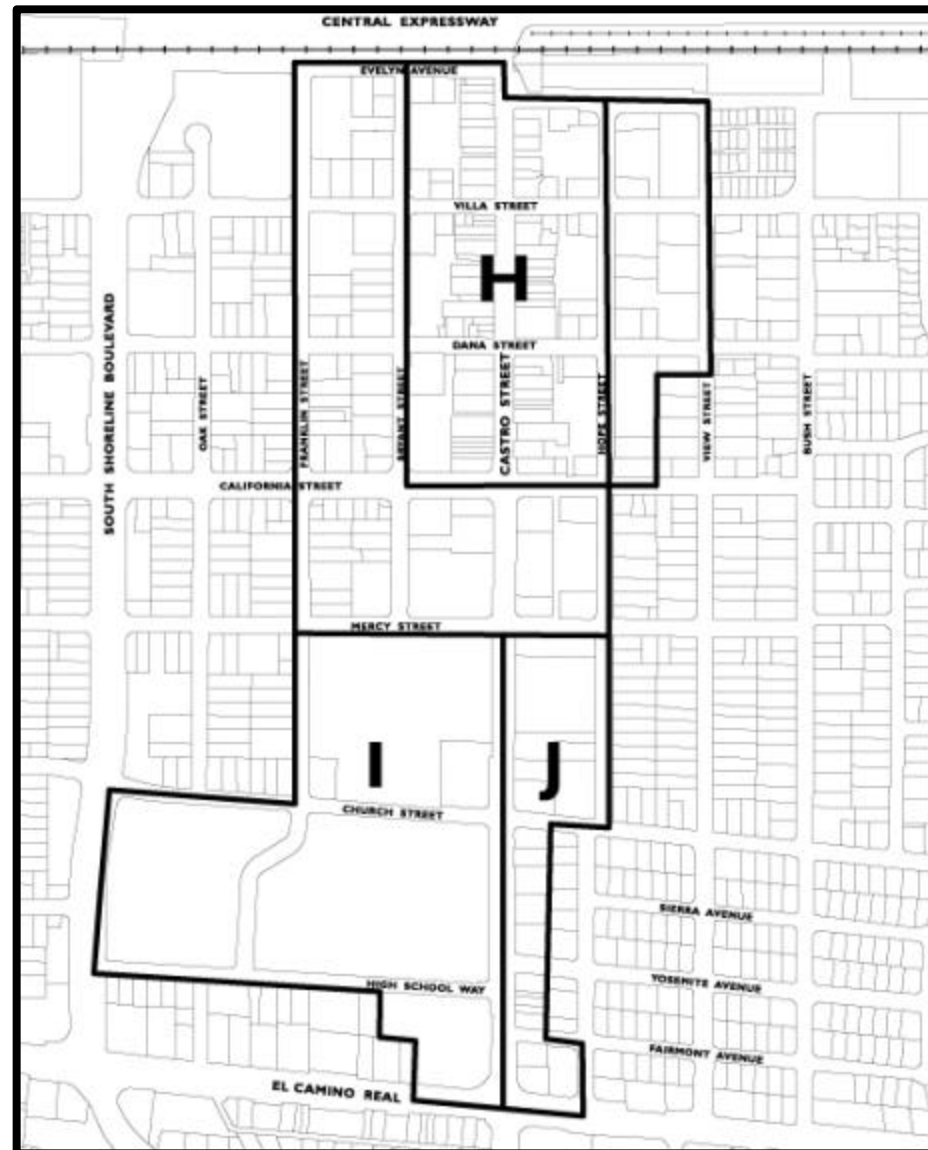


- **Joint EPC/Downtown Committee Meetings**
- **Community involvement**
 - **Focus Groups**
 - **Community Meeting**
- **Council study session**
- **Public hearings**
 - **Downtown Committee**
 - **EPC**
 - **City Council**



Next Steps

- **Community Meeting** - *July 9th*
- **Joint Committee Meeting #3** - *September/October*
Draft Precise Plan
- **Tentative City Council Study Session** – *October/November*
- **Public Hearings** – *October through January 2004*
Downtown Committee, EPC, City Council
Completion of Plan in January 2004



Identifying the Issues

Case Study Comparisons

Finding: Mountain View policies and standards are similar/in the middle range of comparable area downtown districts

Mountain View (H)



Mountain View (I & J)



Burlingame



Campbell



Los Gatos



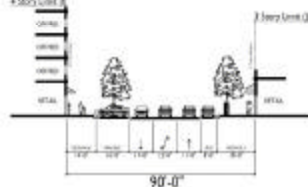
Menlo Park



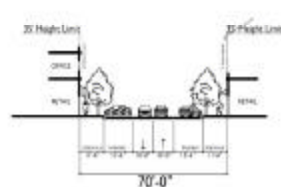
Castro Street (Area H)



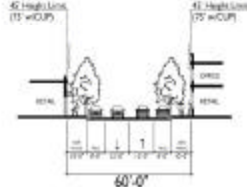
Castro Street (Areas I and J)



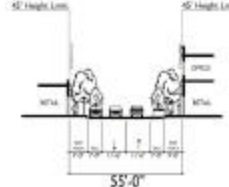
Burlingame Avenue



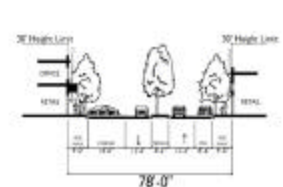
Campbell Avenue



Santa Cruz Avenue



Santa Cruz Avenue





Focus Groups

- **Neighborhood Association Representatives**

Increased Retail Diversity, Small-Scale Open Space, Housing

- **Downtown Business Association Representatives**

Parking, Prevention of Potential Commercial/Residential Conflicts

- **Area Developer Representatives**

Taller Building Heights, Lower Parking Ratios, Flagship Projects

- **Mountain View Preservation Alliance**

Design Compatibility Between Historical Buildings & New Development

JOINT COMMITTEE GUIDING CONCEPTS



1. Reinforce "fine grained," pedestrian scale of Downtown.



2. Evaluate Permitted and Provisional Land Uses throughout Downtown, including encouraging Upper Floor Residential in Areas H and J.



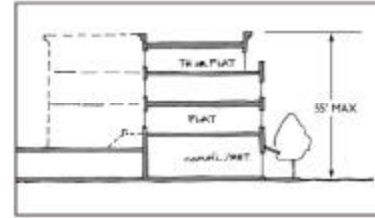
3. Prepare development guidelines for the Wells Fargo site.



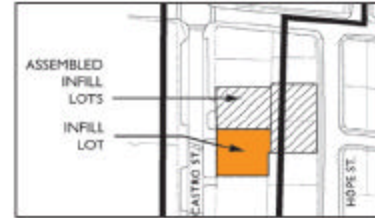
4. Explore mixed-use infill development on one or two public parking lots in Area H, with aggregation and possible connection to adjacent Castro Street parcels.



5. Promote economic diversification, including creating opportunities for larger floor plates for retail tenants.



6. Consider allowing four story buildings within the existing 55-foot height limit in Area H, and increasing the height limit in Area I and J to 55 feet and four stories.



7. Consider expanding Area J into parcels fronting on Hope Street and encouraging parcel aggregation to facilitate mixed-use projects.



8. Evaluate parking needs, standards and options in Areas H, I and J.



9. Evaluate opportunities to enhance Downtown open space and improve entries (gateways) to Downtown.



10. Emphasize qualities that contribute to the historic "community character" of Downtown.



Guiding Concept 1

Reinforce the “fine grained” scale of Downtown

Joint Committee Recommendations

General

- **Refine and update Design Guidelines including pedestrian scale, fine-grained character, facades, rear-of-building design, and bulk and massing.**
 - *Reinforce pedestrian linkages across railroad tracks*
 - *Ensure pedestrian scale design regardless of floor plate size*
- **Prepare design requirements for backs of buildings**
 - *Trash and loading areas to be screened*
 - *Pedestrian access unobstructed*
 - *Architecture consistent with overall building*



Guiding Concept 2

Evaluate Permitted and Provisional Land Uses throughout Downtown, including encouraging upper floor Residential in Areas H and J

Joint Committee Recommendations

General

- **Maintain residential as a Provisional Use**
- **Make explicit reference to need to minimize noise impacts on residents**
- **Establish sliding residential density scale based on lot size**
 - *Higher density on larger sites*
 - *Same as transition areas*
- **Add hotels as Provisional Use in Areas H, I and J**



Guiding Concept 3

Prepare Development Guidelines for Wells Fargo Site

Joint Committee Recommendations

General

- Provide Development Requirements, Design Guidelines, and Development Prototype specifically for Area I & Wells Fargo site.

Development Requirements

- Permitted and Provisional Uses
Civic, cultural, office, retail
- Residential a provisional use on upper floors
- Height (55 feet and 4 stories)
- Top floor setback from park
- Pedestrian passageway to park

Design Guidelines

- Development Massing
- Ground-level Treatment
- Facade Treatment
- Windows
- Roof Form
- Building Materials
- Site Access



Guiding Concept 4

Explore mixed-use infill development on one or two public parking lots in Area H, with aggregation and possible connection to adjacent Castro Street parcels

Joint Committee Recommendations

Development Regulations

- **Require development to replace all existing public parking plus provide parking for new uses. Access from Hope or Bryant Street and/or the alley.**
- **Do not allow residential**
- **Limit the concept to only one parking lot**
- **Other area H regulations apply (height, etc.)**

Design Guidelines

- **Compatible with traditional small Downtown parcel scale**
- **Sensitive transition to adjacent residential neighborhoods**
- **Detailed passageway design from Castro Street to new development**



Guiding Concept 5

Promote economic diversification, including creating opportunities for larger floor plates for retail tenants

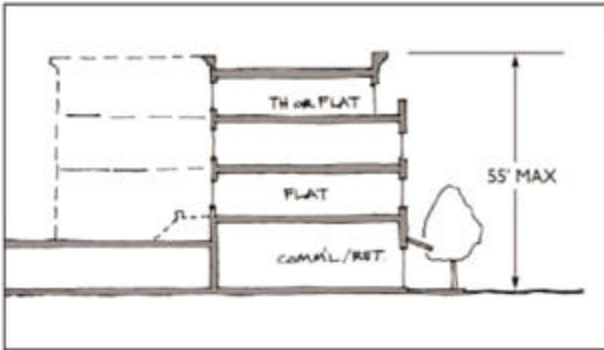
Joint Committee Recommendations

General

- Encourage aggregation of underutilized adjacent parcels
- Encourage larger ground floor “floor plates” 50 to 60 feet wide and 80 to 160 feet deep for more diverse retail mix
 - *Ensure pedestrian scale design regardless of floor plate size.*

Design Guidelines

- Scale, massing, and detailing of new infill buildings should reinforce traditional small Downtown scale



Guiding Concept 6

Consider allowing four story buildings within the existing 55-foot height limit in Area H and increasing the height limit in Areas I and J to 55 feet/4 stories

Joint Committee Recommendations

Area H

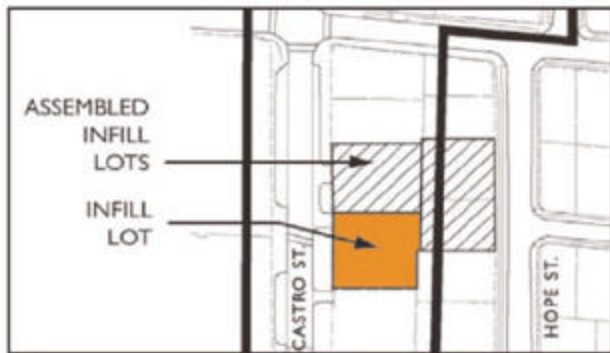
- **Allow four stories / 55' height**
- **Eliminate existing minimum height of 25 feet**

Area I

- **Allow four stories / 55' height on Wells Fargo Site**

Area J

- **Allow four stories / 55' height on Castro Street**
- **Allow three stories / 45' height on Hope Street (same as R3 multi-family)**
- **Eliminate existing minimum height of 25 feet**
- **For hotel uses south of Fairmont, allow height up to six stories/70 feet.**



Guiding Concept 7

Consider expanding Area J into parcels fronting on Hope Street and encouraging parcel aggregation to facilitate mixed-use projects.

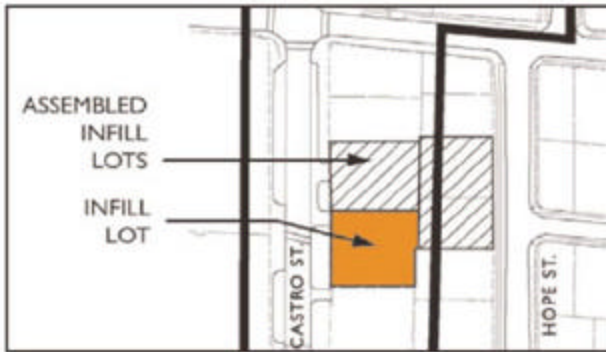
Joint Committee Recommendations

General

- **Expand Area J boundaries to Hope Street**

Development Regulations

- **Allow 4 stories / 55' on Castro Street, 3 stories / 45' on Hope Street**
- **Establish 13' minimum front yard setback on Hope Street (Same as Area B)**
- **Allow residential as a Provisional Use on upper floors**
- **Allow sliding density scale currently applicable to Areas A, C, D, E, and G**
- **Adopt R3 rear setback standard of 15' or height of building wall**



Guiding Concept 7

Consider expanding Area J into parcels fronting on Hope Street and encouraging parcel aggregation to facilitate mixed-use projects.

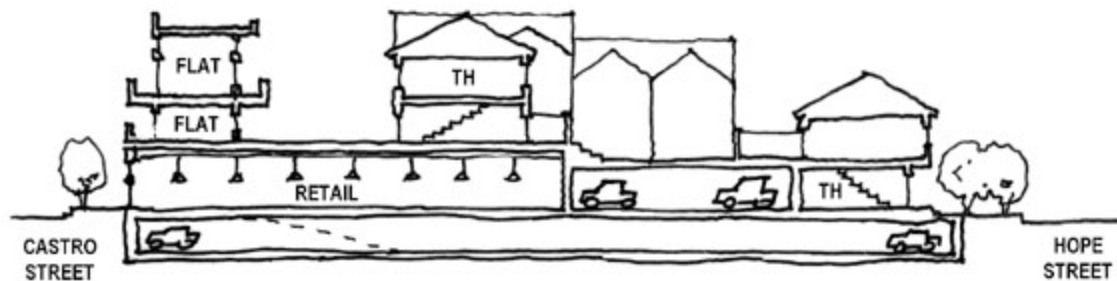
Joint Committee Recommendations

Design Guidelines

- Massing and details reinforce traditional Downtown scale.
- **Rowhouse-style units with stoops and individual entries on Hope Street**
 - *However, encourage handicapped-accessible units in larger projects*
- Mixed-use with upper floor residential flats on Castro Street

Other

- **Review traffic circulation at Hope/Church intersection**





Guiding Concept 8

Evaluate parking needs, standards and options

Parking Objectives:

- Simplify the parking regulations
- Provide a more level playing field for retail and personal service uses
- Continue to ensure adequate parking supply to allow for future growth



Guiding Concept 8

Evaluate parking needs, standards and options

How is parking provided in the city?

Downtown:

- Shared public parking areas
- Some on-site private parking

Citywide:

- On site private parking
- Some on-site shared private parking



Guiding Concept 8

Evaluate parking needs, standards and options

What are in-lieu fees & what do they accomplish?

- They are fees paid in-lieu of parking
- Fees are a funding source for new public parking
- They allow land uses to share a common pool of parking
- They are a means to allow development on small lots where parking is infeasible



Guiding Concept 8

Evaluate parking needs, standards and options

Joint Committee Recommendations:

Do you want to set consistent parking standards in Area H?

YES: Allow parking exemption for all existing building area in Area H.

Do you want to set a priority for retail?

YES: Allow a ground level parking exemption for any new retail and personal service space in Area H.



Guiding Concept 8

Evaluate parking needs, standards and options

Joint Committee Recommendation:

Do you want to charge a 50% in-lieu fee for existing ground floor changes in use for restaurants?

YES:

- **Does not apply to existing restaurants**



Guiding Concept 8

Evaluate parking needs, standards and options

Why require a 50% in-lieu fee for existing ground floor changes from retail to restaurant ?

- **Restaurants are biggest contributor to peak parking demand**
- **In the future downtown will need more shared/public parking**
- **Uses that require more parking should pay more to ensure there is enough current and future parking in downtown**
- **More emphasis on a mix of uses downtown**
- **More opportunities for retail**



Guiding Concept 8

Evaluate parking needs, standards and options

Joint Committee Recommendation:

Do you want to charge a 50% in-lieu fee for ground floor changes from retail to offices?

YES:

- **Only for corporate/administrative offices, not for service oriented offices such as banks.**



Guiding Concept 8

Evaluate parking needs, standards and options

Why require a 50% in-lieu fee for existing ground floor changes from retail to office ?

- **Offices use parking all day long**
- **Uses that require more parking should pay more to ensure there is enough current and future parking in downtown**
- **In the future downtown will need more shared parking**
- **More emphasis on opportunities for retail**



Guiding Concept 8

Evaluate parking needs, standards and options

Joint Committee Recommendation:

Do you want to allow developers to provide all of their guest parking with an in-lieu fee in the parking district?

YES:

- **Currently allowed in parts of the parking district (under slightly different formula)**
- **All other residential parking would need to be provided on site**



Guiding Concept 8

Evaluate parking needs, standards and options

Joint Committee Recommendation:

Do you want to eliminate the 1 space to 500 square foot credit outside Area H in 5 years?

YES:

- **Applies to the rest of the parking district outside H**



Guiding Concept 9

Evaluate opportunities to enhance Downtown open space and improve entries (gateways) into Downtown

Joint Committee Recommendations

General

- **Establish residential open space requirements for Areas H, I and J**
 - *Plazas, balconies, courtyards, etc.*
- **Improve design of major entries at Central Expressway and El Camino**
- **Consider relocation of Gateway Park to Fairmont Avenue right-of-way as part of new development project**

Design Guidelines

- **Retail plazas and outdoor eating areas**
- **Through-block pedestrian connections**
- **Private residential open space**

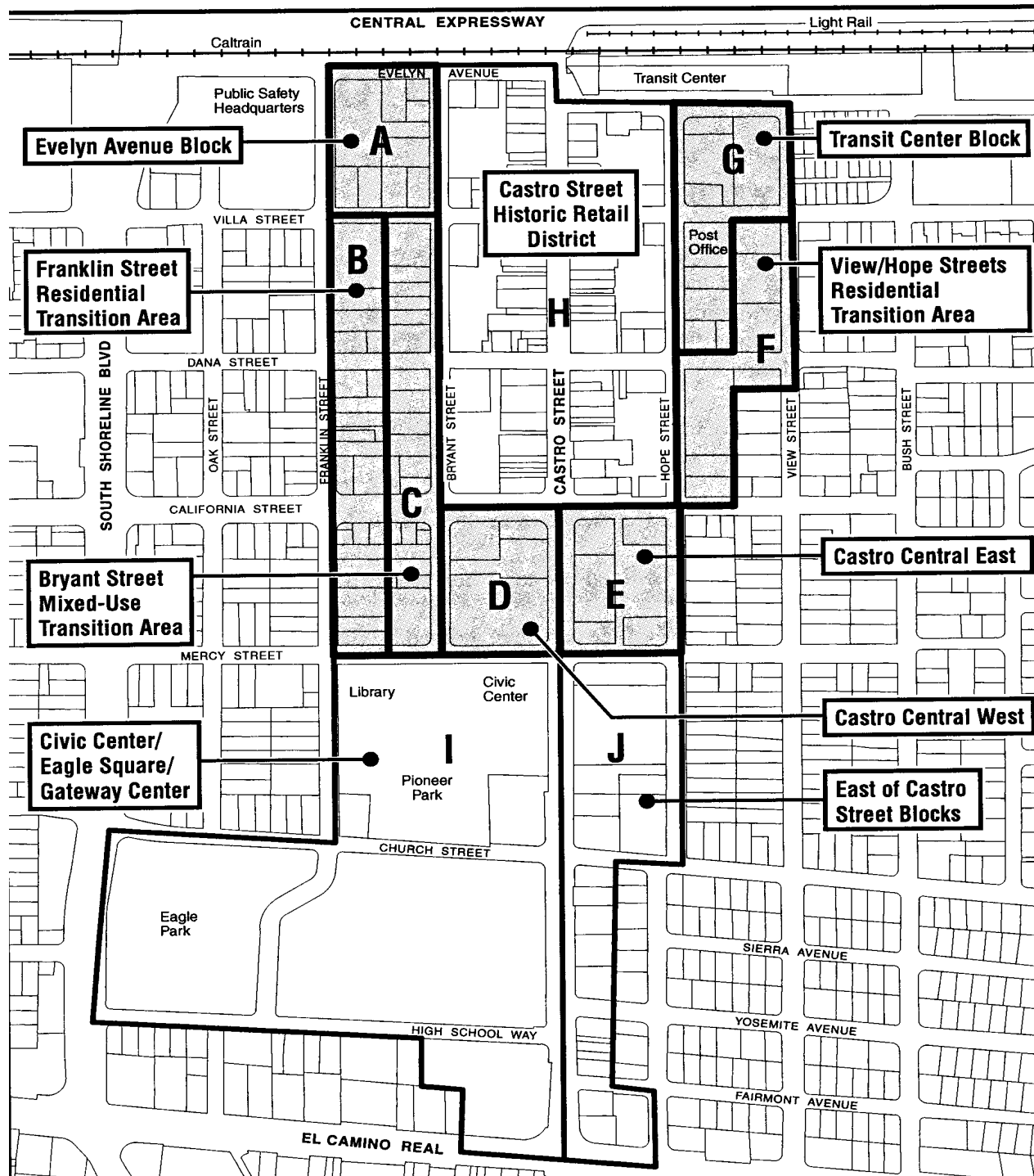


Guiding Concept 10

Emphasize qualities that contribute to the historic “Community Character” of Downtown

Joint Committee Recommendations

- **Refer to key phrases in existing “vision statement” that emphasize preservation of community character in historic section of Precise Plan**
- **Ensure new development complies with “architectural treatment recommendations” in existing Precise Plan**
- **Refer to historic preservation ordinance and Mountain View Historic Register as independent from Precise Plan but applicable in Downtown Precise Plan**
- **Address criteria for renovations and improvements for designated Historic Structures in historic ordinance**



Downtown

Downtown

Downtown



Downtown

City of Mountain View